| er market indicators | 2005 |  |  |  | 2006 |  |  |  |  |  |  |  |  | 20 |  |  | 200 |  |  |  | 201 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $Q_{1}$ | Q2 | Q3 | ${ }^{4} 4$ | ${ }^{\text {Q1 }}$ | Q2 | Q3 | ${ }^{4} 4$ | Q1 | Q2 | ${ }^{\text {Q }}$ | $Q^{4}$ | Q1 | Q2 | $Q^{\text {Q }}$ | $Q_{4}$ | ${ }^{1}$ | 2 | ${ }^{\text {Q }}$ | ${ }^{\text {Q }}$ | ${ }^{1}$ | Q2 | ${ }^{\text {Q }}$ | ${ }^{\text {Q }}$ |
| Mobile Telephony |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ative subscripioins as at end of period | ${ }^{308,929}$ | 310，900 | 324，763 | 323，890 | 325，614 | ${ }^{334,21}$ | ${ }^{345,486}$ | ${ }^{366,711}$ | 34，390 | ${ }^{35,495}$ | 36，513 | 36，530 | 32，009 | 37，507 | 382，255 | 355，366 | 355，49 | 409，461 | ${ }_{4} 18,341$ | ${ }^{422,083}$ | ${ }^{433,161}$ | 439，536 | ${ }^{455,835}$ | 455,414 |
|  | 255，132 | \％，898 | 299，466 |  | ${ }_{208,044}$ | ${ }^{30,5055}$ | 315，91 | 316，290 | 312，768 | 320，742 | 334，694 | 334，065 | 332，415 | 330，220 | ${ }_{\text {33，488 }}$ | 333，${ }^{355}$ |  | 332，881 | 343， 413 | ${ }^{434,594}$ | ${ }^{451,769}$ | 356，30 | 371，853 | ${ }^{4656,146}$ |
|  |  |  | 49，28\％ |  |  | ${ }^{48.936}$ |  |  |  |  |  |  | ${ }^{47.810}$ | ${ }^{48,190 \%}$ | ${ }^{48.47 \%}$ | ${ }^{0.2550}$ |  |  | ${ }_{45.460}$ | ${ }^{45.010}$ | 44．0960 | ${ }^{43.909 \%}$ | ${ }^{43.400 \%}$ |  |
| Share of repenids susscripitions：Meltata Mobile |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | $4.31 \%$ | $5.429 \%$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{50.86 \%}$ | 9106 | ${ }^{50.72 \%}$ | 50.580 | ${ }^{50.35 \%}$ | $51.07 \%$ | \％ | 51770 | ${ }^{51.060}$ | ${ }^{51.53 \%}$ | 52.260 | ${ }_{52} 5270$ | ${ }^{52.198}$ | ${ }^{51.818 \%}$ | 51．53\％ | coin |  | （ | $\underbrace{\substack{2.069 \% \\ 51.60}}_{\text {2，}}$ |  | $2.14 \%$ 50.790 |  | ${ }^{2.3790}$ | 2．5．190 |
| postpaid subscripioion | 23，997 | 19，792 | 25，277 | 25，944 | 27，550 | ${ }_{28,716}$ | 29，585 | 30，481 | 31，622 | 32，753 | 34，819 | ${ }^{54,465}$ | 39，594 | 44，287 | 48,807 | 52，599 | ${ }_{68,463}$ | 71，580 | 74，498 | 78，389 | 82,392 | ${ }^{22,606}$ | 83，982 | ${ }_{89,245}$ |
| share of postpaid subscritions：Bay Mobile |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| stare of postapid subssipitioss：© Co Mobile | 36．14\％ | 45．03\％ | ${ }^{36.67 \%}$ | ${ }^{36.43 \%}$ | ${ }^{35.61 \%}$ | ${ }^{36.47 \%}$ | 37．55\％ | ${ }^{37.65 \%}$ | ${ }^{38.58 \%}$ | 05\％ | 2．50\％ | ${ }^{38.78 \%}$ | 44．78\％ | ${ }^{43.57 \%}$ | ${ }^{42,78 \%}$ | 43．0\％ | 33．91\％ | 33．69\％ | 33．99\％ | 35．046 | 35．69\％ | 37．60\％ | 37．83\％ | 36．29\％ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sthare of ostspaid subscripitios：Redtuchtione |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| share of postpaid subscripioios：Vodatione Mata | 63．8\％ | 54．97\％ | 6．33\％ | 63.57 | 64．39\％ | \％ | 62．55\％ | ${ }^{62} 37 \%$ | 5\％ | 59．95\％ | 57．50\％ | ${ }^{61.22 \%}$ | 2\％ | 56．43\％ | 57．22\％ | 56．99\％ | 43．6\％ | $42.43 \%$ | 42．39\％ | 42．52\％ | \％ | $43.64 \%$ | 44．09\％ | 45．25\％ |
| Mobile subscripions son a bunde offer（exc．mobile broadoband lans） |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 17，988 | 24，329 | 30，209 | 34，609 | 42,167 | 47，863 | 54，973 | 6，024 |
| Outgoing voice cals |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 58，170，275 | 6，365，211 | 64，320，529 | 404，417 | 3，291，769 | 027，94 | 3，308，003 | 73，81，781 |
| Outgoing voice traficic minues | 32，82， 814 | 36，09，156 | 38，443，718 | 38，70，3，36 | 41，124，972 | 4，583，319 | 48，23，384 | 47，810，642 | 99，48，710 | 54，56，745 | 58，997，434 | 59，72，744 | 59，24，646 | 60，959，169 | 64，93， 623 | 64，46，3，30 | 69，60，638 | 77，10，329 | 78，901，358 | 82，87，161 | 85，75，413 | 91，39，831 | 98，87，285 | 107，36，516 |
| Outsoing Suss | 98，604，03 | 101，233，20 | 102，697，25 | 104，612，38 | 102，624，250 | 109，299，06 | 116，981，451 | 119，051，162 | 121，335，783 | 125，846，331 | 132，61，400 | ，565，126 | 1，814，09 | 130，005，08 | 13，940，163 | ，504，015 | 119，065，57 | 123，358，02 | 133，551，25 | 132，54， 696 | 132，46，268 | 144，58，948 | 151，21，367 | 150，90，520 |
| Outsoing MMs | 172，745 | 271 | 187，121 | ，236 | 204，889 | 153，31 | 179，588 | 199，973 | 178，994 | 136，967 | 14，4，16 | 105，179 | 106，874 | 88，401 | 108，785 | 86，127 | 79，836 | 70，131 | 70，990 | 59，047 | 43，081 | 764 | 333 | 33，56 |
| Raoming ativity－minutes | ${ }^{3,899,243}$ | 6，512，260 | 10，060，863 | 5 5，421，213 | 4，413，058 | 7，104，563 | 11，032， 162 | ${ }_{6}^{6,126,597}$ | 4，927，988 | 8，684，070 | 14，553，628 | 8，557，220 | 7，365，389 | 11，399，826 | 16，667，481 | 8，487，230 | 7，304，575 | 10，059，079 | 16，498，605 | ${ }_{8,88,889}$ | 7，733，859 | 12，16，412 | 17，594，050 | 10，478，318 |
| outbound roaming ativity | 980，150 | 1，028，019 | 1， 260,390 | ${ }^{994,720}$ | 1，050，987 | 1，142，508 | 1， $1.33,1919$ | ${ }^{\text {1，286，998 }}$ | 1， $1,23,9307$ | 1，378，367 | 1，721，521 | 1，579，120 | 1，540，121 | 1，720，479 | 2，115，0．088 | ${ }^{1,7,84,3,58}$ | 1，882，246 | 1，952，227 | ${ }^{2,853,881}$ | ${ }^{2}, 273,3854$ | ${ }^{\text {2，1，57，} 580}$ | 2，438，104 | 3，3910，027 | 2，662，241 |
| minutes made | ${ }^{648,291}$ | －672，488 | ${ }^{848,59}$ | ${ }^{692,405}$ | ${ }^{705,775}$ | 740,110 | ${ }^{915,945}$ | ${ }^{851,991}$ | ${ }^{783,629}$ | ${ }^{887,486}$ | ${ }^{1,083,184}$ | 1，003，875 | ${ }^{957,966}$ | ${ }^{1,062,114}$ | ${ }^{\text {1，310，588 }}$ | 1，099，588 | ${ }^{1,1,123,3315}$ | 1，196，734 | ${ }^{1,709,520}$ | ${ }_{1}^{1,368,1,56}$ | 1，1，87，377 | 1，436，306 | 1，288，921 | 1，549，8，85 |
| mintes receved |  |  | ${ }_{\text {c，}}^{\substack{411,80,417}}$ | 302，315 |  |  | ${ }_{\substack{514,246 \\ 9,601,971}}$ |  |  | － 70.80888 |  | 575，245 | $588,1,55$ <br> $5.852,288$ |  | 804，500 <br> 4.55239 | －684，720 |  | ¢755,493 <br> $8,108,82$ | 1，1，44，361 | －905，228 | ¢，870，273 | li，$1,001,798$ <br> 0,72038 | $1,390,106$ 14.275023 |  |
| minutes made | ${ }_{\text {1，85，} 318}$ | 3，50， 30 | 5，419，832 | 2，854，402 | 1，59， 3 ， | 3，925，371 | 6，077，096 | 3，123，418 | 2，361，897 | 4，593，102 | 7，537，100 | －4，79，213 |  | $\underset{\substack{\text { 6，018，866 }}}{\substack{69,95}}$ | ${ }_{8,289}^{14,27}$ | cince | ¢， |  | 8，385，209 | 4，083，525 | 5，${ }^{\text {3，3727，211 }}$ | 6，062，529 | 8，55，256 | ${ }_{\text {l }}^{\substack{7,365,157}}$ |
| minutes received | 1，054，75 | 1，978，411 | 3，380，641 | 1，572，091 | 1，762，936 | 2，036，684 | 3，524，875 | 1，716，281 | 1，361，894 | 2，712，61 | 5，295，007 | 2，998，887 | 2，310，138 | 3，660，481 | 6，263，366 | 2，96，534 | 2，296，499 | 2，965，177 | 5，259，515 | 2，53，980 | 2，248，998 | 3，66，779 | 5，799，67 | 3，460，920 |
| Average revenue eer user（ARPU，¢） | 61.08 | 65.78 | 68.80 | 65.22 | 63.14 | 68.72 | 21.89 | 67.00 | 63.47 | 69.52 | 71.54 | 68.65 | 65.30 | 71.03 | 74.9 | 69.12 | 61.81 | 62.84 | 62.59 | 58.55 | 55.25 | 59.58 | 59.22 |  |
| Mobile penetration nate（\％） | $76.28 \%$ | 76．710 | 80．19\％ | 79.976 | 9.849 | 81．96\％ | 84．7296 |  | 94\％ | 8．16\％ | 90．06\％ | 82\％ | 89．940 | 90．55\％ | 92.420 | 93．240 | 93．33\％ | $97.94{ }^{\circ}$ | 101．30\％ | 102．210 | 105．13\％ | 106．430 | 110．388\％ | 10．280 |
| Mobie invard portings | － |  |  |  |  | 1，956 | 2，79 | 3，188 | ${ }_{286}$ | 2，810 | 6，10 | 10，583 | ，104 | 3，901 | ${ }_{8,19}$ | 15，13 | 22，020 | 14，15 | 11，00 | 12，44 | ${ }_{11,6}$ | 11,9 | 13，900 | 5，552 |
| Fixed Line Telephony |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ative subscritions as at end of period | 204，915 | 200，637 | 200，943 | 200，222 | 203，864 | 204，910 | 204，640 | 204，788 | 214，610 |  | 226，976 | 230，433 |  |  |  |  |  | 245,120 | 247,516 |  |  |  |  |  |
| prepaid susseriptions |  |  |  |  |  | 39，500 | ${ }^{41,104}$ | 43，117 | 44，569 | 45，401 | 46,195 | 46,876 | 47，006 | 48，049 | 46，946 | ${ }^{46,298}$ | ${ }^{46,077}$ |  |  | ${ }^{54,369}$ |  |  | 55，24 |  |
| Share of preadid suscseriptors：60 |  |  |  |  |  |  | 100．00\％ |  |  | 99．880 |  |  | ${ }^{99.87 \%}$ | 99．890 |  |  |  | ${ }^{86.77 \%}$ |  | ${ }^{85.001 \%}$ | 84．64\％ |  |  |  |
|  | $:$ | － | $\because$ |  |  | ． | － | － |  |  |  | － |  | － |  |  |  |  |  |  |  |  |  |  |
| share of preaid subscripions：SSkT Telecom | ． |  |  |  |  |  |  |  | 0．06\％ | 0．12\％ | 0．16\％ | 0．15\％ | 0．13\％ | $0.11{ }^{\text {a }}$ | 0．08\％ | 0．06\％ | 0．09\％ | 0．07\％ | 0．09\％ | 0．05\％ | 0．05\％ | 0．05\％ | 0．05\％ | ${ }^{0.05 \%}$ |
| share of prepaid subscripions：Vodatone Mata |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| postraid subscripitions | 203，399 | 202，714 | 202，932 | 202，116 | 201，704 | 165，175 | ${ }^{161,272}$ | 159，296 | 167，933 | 172，973 | 178，451 | 181,386 | 186，150 | 187，471 | 191，784 | 192，954 | 196，886 | 189，207 | 189，891 | 188，636 | 188，567 | 188，234 | 187，747 | 189，366 |
|  | 100．00\％ | 100．00\％ | 100．00\％ | 100．00\％ | 100．00\％ |  |  |  | $\underset{\substack{93.029 \% \\ 6.670 \%}}{ }$ | cis．92\％ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Share of ofostaid subssipitions：sis | － |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0.0480 | ${ }_{0}^{20.55 \%}$ | ${ }_{0}^{20.55 \%}$ | ${ }^{0.059 \%}$ | 0．08\％ | 0.088 | 0.098 | 0.098 |
| share of postpaid subscriptions：SKY Telecom | ： | $:$ |  |  |  |  |  |  | 0．30\％ | 0．89\％ | ${ }^{1.35 \%}$ | 吅 | $1.47 \%$ | （1．650 |  | （1．25\％ |  | $0.55 \%$ | $0.57 \%$ | $0.53 \%$ | 0．52\％ | 0．53\％ | 0．48\％ |  |
| other subscripitions | 1，876 | 1，923 | 2，011 | 2，106 | 2，160 | 2，235 | 2，309 | 2，335 | 2，448 | 2，525 | 2，330 | 2，171 | 2，124 | 1，914 | 1， 852 | 1，863 | 2，899 | 285 | 2，883 | 2，843 | 2,851 | 2，888 | 2，860 | 2008 |
| share of ofter susscrip | 000．00\％ | 00．00\％ | 10．002 | 00．00\％ | 100．00\％ | 200．00\％ | 10．00\％ | 80．00\％ | 00．06 | －00．00\％ | 10．00\％ | 200．00\％ | 00．00\％ | 500．00\％ | 100．00\％ |  |  |  |  |  |  |  |  |  |
| share of other subseripiosis：Melita share foterer sussritions：SIs |  |  |  |  |  |  |  |  |  |  |  | $\bigcirc$ |  | － |  | － |  |  |  |  |  |  |  |  |
| share of fotere subscripioions：SkT Telecom | － |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 1．36\％ | ${ }^{1.428 \%}$ | 1．13\％ | 1．33\％ | $2.08 \%$ | ${ }^{1.85 \%}$ |  |
| share of ofter subscripitons：V．Vodifone Mata |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postpaid suscrestrions on a bundle offer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 35，082 | ${ }^{42,235}$ | ${ }^{46,668}$ | 47，495 | ${ }^{53,996}$ | ${ }^{56,204}$ | ${ }^{63,611}$ | 70，221 |
| Outgoing voice calls | 57，07，，104 | 58，788，24 | 56，363，55 | 55，08， 8 | 53，516，40 | 52，675，689 | 50，520，504 | 48，977，395 | 48，409，52 | 50，34，763 | 48，43， 6, | 48，346，81 | 46，312，42 | 52，48，0， | 51，980，721 | 52，532，205 | 53，808，699 | 55，32，570 | 55，138，136 | 54，937，523 | 52，65，110 | 53，22，148 | 53，18，9，918 | 51，78，7，49 |
| Outgoing voice traficic minues | 218，726，762 | 213，713，248 | 193，499，296 | 197，207，815 | 191，384，73 | 188，27，793 | 16，9，916，871 | 163，179，144 | 163，716，759 | 163，279，192 | 153，572，891 | 159，95，960 | 155，54，223 | 166，994，537 | 166，139，97 | 177，25，135 | 183，604，577 | 185，314，296 | 180，454，715 | 186，70，9，92 | 182，55，519 | 183，740，711 | 178，205，093 | 17，28，319 |
| Fixed line invard dotings |  |  |  |  |  |  |  |  |  |  |  | 802 | 901 | 1，482 | 1，912 | 1，931 | 1，055 | 1，028 | 923 | 898 | 1，134 | 960 | 1，068 | ${ }^{33}$ |
| Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ative Intemet subscripions sas tend of period | 87，857 | ${ }_{89,736}$ | 88，958 | 89，584 | 89，971 | ${ }^{91,338}$ | 95，236 | 95,337 | 77，651 | 77，769 | ${ }^{82,155}$ | ${ }_{87,87}$ | 94,792 | 96,720 | 99，573 | 102，908 | 103，505 | 107，34 | 10，981 | ${ }^{11,543}$ | 114，318 | 117，76 | 20，363 | 19，422 |
| dial－up subscripions | 49，667 | 50，065 | 46，052 | 40，225 | 38，884 | 38，195 | 35，374 | 29，436 | 7，345 | 6，740 | 6，035 | 5426 | 3，913 | 3，300 | 2，599 | 1，993 | 1，526 | 1，260 | 897 | 694 | 405 | 169 |  |  |
| broaband susseriptios | ${ }^{38,190}$ | 39，671 | ${ }^{42,906}$ | 49，359 | 51,087 | 53,143 | 59，862 | 66，301 | 70，366 | 71，029 | 76,120 | ${ }^{82,161}$ | 90，879 | 93，420 | 96,974 | 100，915 | 101，979 | ${ }^{106,674}$ | 109，084 | 110，899 | ${ }^{113,913}$ | 117，537 | 120，276 | 119，32 |
| coble subscripitions | 17，285 | 17，752 | 18，700 | 21，150 | ${ }^{22,936}$ | 24，541 | 29，142 |  |  | ${ }^{35,986}$ |  | ${ }^{42,185}$ | ${ }_{46,235}$ |  | 50，92 | $5^{51,983}$ |  |  |  |  |  |  |  | 51,319 |
| share of a ale subscritions：Melta | 100．09\％ | 10．00\％ | － $10.0 .000^{1020}$ | （100．00\％ | 100．09\％ | 100．00\％ | （100．00\％ | （100．00\％ |  |  |  | 100．00\％ |  | （10．009 | 10．00\％ | 10．0．0\％ | － 10.00096 | 100．00\％ |  | （100．009 | 100．00\％ cisen cis |  | （10．0．0\％\％ | （10．00\％ |
| OSL subscripions | 20，905 | 21，9，9 | 24,206 <br> 36338 | $\begin{array}{r}28,209 \\ 8630 \\ \hline\end{array}$ | 28，151 | cois | 30，720 | －3，428 |  | 33，043 | 36，266 | 33，027 | \％ | cere | ${ }^{44,1,13}$ | 4， 4 4，050 | ctiche |  |  | ctis |  |  |  |  |
| share of DSL subscriptions：SIS |  | 35.61 |  | 46.38 |  | ${ }_{55.650}$ | 61.2 | ${ }^{64.03 \%}$ |  | ${ }^{68.36 \%}$ | 70．25\％ | ${ }^{72.896}$ |  |  |  |  |  |  | （e．13\％ | 隹 |  | colso |  |  |
| share of SSL L suscrititios：other | ．35\％ | 6．3．39\％ | 63．67\％ | $53.70 \%$ | 2\％ | 44．35\％ | ${ }^{38.77 \%}$ | 35．97\％ | 33．99\％ | 31．64\％ | 5\％ | $11 \%$ | 24．19\％ | 21．55\％ | ${ }^{19.80 \%}$ |  | 8．36\％ | $7.640^{\circ}$ | 7．02\％ | ${ }^{6.35 \%}$ | 4．67\％ | 4．01\％ |  |  |
| vireless subscripitions |  |  |  |  |  |  |  |  |  |  | 66 | 949 | 1，717 | 2，038 | 2，349 | 2，882 | 3，314 | 3，545 | 3，614 | 3，813 | 3，969 | 4，079 | 4，409 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 2．99\％ | ${ }^{4.650}$ | 4．720\％ |  | 7．4100 | 7．19\％ | ${ }^{6.839 \%}$ |  |
| share of wireless subscriptions：Vanilla Telecoms share of wireless subscriptions：Vodafone Malta | － |  |  |  |  |  |  |  |  |  | 100．00\％ | 100．00\％ | 100．00\％ | ${ }^{100.00 \%}$ | ${ }^{100.00 \%}$ | 100．002 |  |  | （\％．290 | 89，179 | ${ }_{87,55 \%}^{4.94}$ |  |  |  |
| Fixed broaddand penerataion rate（\％） | 9．436\％ | $9.80 \%$ | 10．59\％ | 12．19\％ | 12．53\％ | 13．30\％ | 14．68\％ | 16．26\％ | 17．14\％ | 17．3\％ | 18．55\％ | 20．03\％ | 21.970 | 22．59\％ | 23．45\％ | ${ }^{24.409}$ | 24．69\％ | 25．83\％ | ${ }^{26.411^{2}}$ | ${ }^{26.849 \%}$ | 27．58\％ | ${ }_{28.46 \%}$ | 299．12\％ | ${ }_{28}^{28.910}$ |
| Freed braaduand subscrittoions ona bunnle offer | － | － |  |  | － | － | － | － | － |  |  | － | － | － | － |  | 21，507 | 27，579 | 31，855 | 35，868 | 43，330 | ${ }_{48,783}$ | 55，966 | 64,15 |
| Pay TV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aative Pry $v$ v suscripitions as a e end of period | 100，100 | ${ }^{99,571}$ | 102，${ }^{1414}$ | 103，944 | ${ }^{113,354}$ | 107， 750 | ${ }^{108,204}$ | ${ }^{100,387}$ | 115，081 | ${ }^{119,506}$ | ${ }^{122,417}$ | 124，274 | ${ }^{126,761}$ | 129，801 | 132，389 | ${ }^{132,632}$ | ${ }^{135,507}$ | ${ }^{132,799}$ | 138，700 | 139，336 | 100，511 | 143，186 | 145，462 | ${ }^{144,203}$ |
|  | 98，87\％ | 95，49 | － 93.093 | cos， |  | 77,37 <br> 10．006 <br>  | 75,64 <br> 10．0060 | － 72,753 | （2，472 | （2，121 |  |  |  | 5， 5 | 52，97\％ |  |  |  |  | （29，100 | 23,939 <br> 100．00\％ | － 19,588 |  | 13,391 <br> 100．006 <br> 10， |
|  | ${ }_{\text {10，}}^{10.4023}$ | （10．0020 |  | coincore | $100.06 \%$ <br> 25,68 | （10．0．05\％ | （100．070 | （10．0．084 | 420，609 | 4， | （10．200\％ |  | （10．0098 | （10．0．089 | （10， | （10， | － | － | 100，053 | 100．036 | ${ }^{1100050572}$ | － 120.5058 | （120，254 | cione |
| share of digital subscriptions：Melita（cable） <br> s：GO（DTTV） | 100．00\％ | 100．00\％ | 70．20\％ | 64．33\％ | 74．78\％ | $72.750 \%$ <br> $27300 \%$ | ${ }^{27.588 \%}$ | como | 69．62\％ |  |  |  |  |  |  |  | 5．7．70\％ <br> $40.30 \%$ |  |  | ¢9．20\％ | $58.42 \%$ <br> 4.1580 <br> 4 |  |  |  |
| Pay TV subscritions on a bunde offer | － | － |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 33，76 | 40，308 | 45.476 | 46,031 | 52,472 | 54，630 | $6_{61,36}$ | 67，387 |
| Post |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postal mal volun |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| letere post tee | － |  |  | ${ }_{\text {11，}}^{11,984,418}$ | ${ }^{6,774,499}$ | 7，298，863 | ${ }^{6,7592881}$ | ${ }^{14,554,227}$ | 5，760，584 | 5，600，628 | 5，935，433 | ${ }^{6,244,362}$ | 4，745，745 | 4，957，849 | 4，372，411 | 5，887，327 | 3，280，360 | 3，551，115 | 3，709，913 | 5，354，965 | 3，608，871 | 4，100，685 | 3，824，9，96 | 5，551，187 |
| buk mail tems registered mail tems |  |  |  | $\underset{\substack{5,888,31 \\ 186,821}}{ }$ | $\underset{\substack{5,54,372 \\ 30.808}}{ }$ | 5，755，760 | 5， 2 200， 3,54 | 5，5，66， 21.318 <br> 21， | （$7,37,661$ <br> 341,249 |  | $6,123,632$ <br> 22,062 | $7,560,64$ <br>  <br> 24,842 | $7,731,171$ <br> 187,04 |  | $6,279,819$ <br> 185,128 | $\underset{\substack{6,770,74 \\ 193,270}}{ }$ | $\underset{\substack{\text { 6，952，090 } \\ \text { 21，900 }}}{ }$ |  |  |  |  |  |  |  |
| parcel malitems |  |  |  |  |  |  |  | 5，470 |  | 退退， 2,874 |  |  |  |  |  |  |  |  | $\xrightarrow{204,930}$ |  |  |  |  |  |


| KEY MARKET INDICATORS | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Mobile Telephony |  |  |  |  |  |  |
| Active subscriptions as at end of period | 323,890 | 346,771 | 368,530 | 385,636 | 422,083 | 455,414 |
| prepaid subscriptions postpaid subscriptions | 297,946 25,944 | 316,290 30,481 | 334,065 34,465 | 333,067 52,569 | $\begin{array}{r} 343,694 \\ 78,389 \end{array}$ | $\begin{array}{r} 366,169 \\ 89,245 \end{array}$ |
| Outgoing voice calls | - | - | - | - | 250,260,432 | 279,429,547 |
| Outgoing voice traffic minutes | 146,088,004 | 181,757,317 | 222,771,633 | 249,600,788 | 308,468,486 | 383,350,045 |
| Outgoing SMSs | 407,146,812 | 447,955,928 | 511,388,540 | 503,663,255 | 508,518,530 | 579,165,103 |
| Outgoing MMSs | 812,673 | 687,281 | 562,556 | 390,187 | 279,954 | 144,334 |
| Roaming activity - minutes | 25,886,579 | 28,676,380 | 36,722,616 | 43,919,926 | 42,750,148 | 47,973,639 |
| outbound roaming activity | 4,263,279 | 4,910,584 | 5,882,915 | 7,159,996 | 8,907,738 | 10,577,022 |
|  | 2,861,763 | 3,213,821 | 3,758,187 | 4,430,256 | 5,397,741 | 6,202,419 |
| minutes received | 1,401,516 | 1,696,763 | 2,124,728 | 2,729,740 | 3,509,997 | 4,374,603 |
| Inbound roaming activity | 21,623,300 | 23,765,796 | 30,839,701 | 36,759,931 | 33,842,410 | 37,396,617 |
| minutes made | 13,637,382 | 14,725,020 | 18,671,312 | 21,557,412 | 20,790,289 | 22,270,153 |
| minutes received | 7,985,918 | 9,040,776 | 12,168,389 | 15,202,519 | 13,052,121 | 15,126,464 |
| Average revenue per user (ARPU, €) | 260.88 | 270.77 | 272.29 | 282.44 | 264.20 | 289.50 |
| Mobile penetration rate (\%) as at end of period | 79.97\% | 85.03\% | 89.82\% | 93.24\% | 102.21\% | 110.28\% |
| Mobile inward portings | - | 3,188 | 10,583 | 15,131 | 12,447 | 15,552 |
| Fixed Line Telephony |  |  |  |  |  |  |
| Active subscriptions as at end of period | 204,222 | 204,748 | 230,433 | 241,115 | 245,848 | 247,346 |
| prepaid subscriptions postpaid subscriptions other subscriptions | - 202,116 2,106 | 43,117 159,296 2,335 | 46,876 181,386 2,171 | 46,298 192,954 1,863 | $\begin{array}{r} 54,369 \\ 188,636 \\ 2,843 \end{array}$ | $\begin{array}{r} 55,112 \\ 189,326 \\ 2,908 \end{array}$ |
| Outgoing voice calls | 227,312,764 | 205,689,991 | 195,539,792 | 203,308,405 | 219,276,898 | 211,554,615 |
| Outgoing voice traffic minutes | 823,147,121 | 702,758,521 | 640,494,802 | 660,943,862 | 736,083,511 | 721,786,642 |
| Fixed line inward portings | - | - | 802 | 6,226 | 3,904 | 4,095 |
| Internet |  |  |  |  |  |  |
| Active Internet subscriptions as at end of period | 89,584 | 95,737 | 87,587 | 102,908 | 111,543 | 119,422 |
| dial-up subscriptions | 40,225 | 29,436 | 5,426 | 1,993 | 694 | 50 |
| broadband subscriptions | 49,359 | 66,301 | 82,161 | 100,915 | 110,849 | 119,372 |
| cable subscriptions | 21,150 | 32,873 | 42,185 | 51,983 | 54,221 | 51,319 |
| DSL subscriptions | 28,209 | 33,428 | 39,027 | 46,050 | 52,815 | 63,394 |
| wireless subscriptions | - | - | 949 | 2,882 | 3,813 | 4,659 |
| Fixed broadband penetration rate (\%) | 12.19\% | 16.26\% | 20.03\% | 24.40\% | 26.84\% | 28.91\% |
| Pay TV |  |  |  |  |  |  |
| Active Pay TV subscriptions as at end of period | 103,984 | 109,387 | 124,274 | 132,632 | 139,336 | 144,203 |
| analogue subscriptions | 89,514 | 72,753 | 65,305 | 48,448 | 29,100 | 13,391 |
| cable subscriptions | 89,514 | 72,753 | 65,305 | 48,448 | 29,100 | 13,391 |
| digital subscriptions | 14,470 | 36,634 | 58,969 | 84,184 | 110,236 | 130,812 |
| cable subscriptions | 9,396 | 25,673 | 37,475 | 52,012 | 65,265 | 70,366 |
| DTTV subscriptions | 5,074 | 10,961 | 21,494 | 32,172 | 44,971 | 60,446 |
| Post |  |  |  |  |  |  |
| Postal mail volumes | 18,171,941 | 59,778,023 | 51,097,740 | 47,439,753 | 44,710,245 | 44,486,951 |
| letter post items | 11,984,418 | 35,486,780 | 23,538,017 | 19,963,332 | 15,896,353 | 16,925,659 |
| bulk mail items | 5,988,331 | 23,267,267 | 26,477,197 | 26,641,055 | 27,881,661 | 26,541,190 |
| registered mail items | 186,821 | 977,678 | 1,026,841 | 765,267 | 850,066 | 944,449 |
| parcel mail items | 12,371 | 46,298 | 55,685 | 70,099 | 82,165 | 75,653 |

A. 0 Mobile Telephony
A. 1 Aactive subscriptions prepaid subscribers
postpaid subscribers
A. 2 postpaid subscribers
A. 2 outgoing voice calls Prepaid subscribers having a MSISDN with registered inbound or outbound activity within 90 days of the period stipulated.
Postaid subscribers having a MSISDN with reeisterd Postpaie subscribers having a MSISD w with registered inbound or outbound activity within 30 days of the eeriod
Number of cals orignating from local mobile networks and terminating on fixed and mobile network operators.
outgoing SMSs Uumber of minutes originating from local mobile networks and terminating on fixed and mobile network operators.

Outgoing MMSs vumber of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
A. 6 Roaming activity - minutes
minutes made
minutes receive
A. 6.2 Inbound roaming activity vumber of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
minutes made
minutes receive
minutes received
A. 7

Mobile penetration rate (\%)
A. 9 Mobile inward portings

## 1 Ariv subciutions

postpaic subscriptions
other subscritions
Outgoing voice calls
Number of minutes originated by your subscribers while roaming abroad as per TAP records during the period.
Number of minutes received by your subscribers roaming abroad as per TAP records during the period.
Sumber of minutes originated by foreign subscribers roaming on your mobile network as per TAP records during the perio
Number of terminated minutes reecived by foreign subscribers roaming on your mobile network as per TAP records during the period.

Weasured as the total uumber of mobiles subscripitions ser population.
Number of portings from each individual operator that were completed successfully within the time limits of the specification (1 day or if quota is applied).
B. 3 Outgoing vicice traficic minutes
Number of portings from each individual operator that were completed successfully within the time limits of the specification

| C. 1 | Active Internet subscriptions |
| :--- | :--- |

C.1.1 dial-up subscripioions
C.1.2 broadband subscriptions cable subscritions
DSL subscritions DSt subscripions
wireless subscriptions

Connections which made and received any call within 90 days of the period stipulated.
Number of active subscriptions on a prepaid service having a fixed telephony connection at the end of the period.
Number of active subscriptions not having a standard fixed telephony connection at the end of the period (incl. dual and 30 channel subs):
Number of calls originating from local fieed networks and terrininating on other fixed and mobile networks.
Number of minutes of calls originating from local fixed networks and terminating on other fixed and mobile networks.

## D. 0 Pay TV

##  cable subscriptions DTV subscriptions D.1.2 $\begin{gathered}\text { Digtital subscripitions }\end{gathered}$ digital subscriptions cable subscritions <br> DTTV subscriptions

Connections which have been receving a Pay TV service within the past 90 days from the period stipulated.
Connections which have been receveing an analogue Pay TV service within the past 90 days from the period

$$
\begin{aligned}
& \begin{array}{l|l|l}
\text { other subscriptions } & \begin{array}{l}
\text { WiMax connections to the internet which are 'always on' and have a speed of of ere than } 128 \mathrm{kbps} \text {. } \\
\text { Other broadband connections to the internet which are 'always on' and have a speed of more than } 128 \mathrm{kbps}
\end{array} \\
\hline
\end{array} \\
& \text { Fixed sroadband penetration rate ( }(\%) \quad \text { other broadband connections to the internet which are 'always } \\
& \text { Connections having recorded a transaction within } 90 \text { days of the period stipulated. } \\
& \text { Connections which made a call to an internet number (21888 or } 2186 \text { ) within the last } 90 \text { days } \\
& \text { Connection to the internet which are 'always on' and have a speed of more than } 128 \mathrm{kbps} \text {. } \\
& \text { Cable connections to the internet which are 'always on' and have a speed of more than } 128 \mathrm{kbps} \text {. } \\
& \begin{array}{l}
\text { WiMax connections to the internet which are 'aways on' and have a speed of more than } 128 \mathrm{kbps} \text {. } \\
\text { Other broadband connections to the internet which are 'always on' and have a speed of more than } 128 \mathrm{kbps} \text {. }
\end{array}
\end{aligned}
$$ Connections which have been receveing an analogue Pay TV service within the past 90 days from the period stipulated.

Connections on a cable platform which have been receveing an analogue Pay TV service within the past 90 days from the period stipulated.

| CiV subscriptions | $\begin{array}{l}\text { Connections which have been receveing a digital Pay TV service within the past } 90 \text { days } \\ \text { Connection the on a cable entaform } \\ \text { Connections stipulated. }\end{array}$ |
| :--- | :--- |
| Con a DTTV platform which have been receveing a digitil ay |  |


| E. 0 Post |  |
| :---: | :---: |
| E. 1 Postal mail volumes |  |
| letter post items | Volume of domestically-originating letter post items excluding bulk mail falling within the reserved and unreserved area. |
| bulk mail tems | Volume of domestically-originating bulk mail letter items. |
| registered mail items | Volume of domestically-originating registered mail items. |
| parcel mail tems | Volume of domestically-originating and domestically-bound parcels. |

